

ACFCC 0200322 to  
ACFCC 0200323

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in CC Docket  
No. 98-141 before the  
Federal Communications  
Commission

A M E R I T E C H

Doc No: 022030

I N T E R O F F I C E   M E M O R A N D U M

Date: 04-Nov-1997 04:23pm CST  
From: David A. Pacholczyk  
PACHOLCZYK, DAVID\_A  
Dept: Media Relations  
Tel No: 312/750-5205

TO: See Below

Subject: FWD: Gateway release, Qs&As

Gentlemen:

**REDACTED**

Cheers,

Dave

Distribution:

TO: Barry K. Allen	( ALLEN, BARRY_K )
TO: Thomas E. Richards	( RICHARDS, THOMAS_E )
TO: Edward Wynn	( WYNN, EDWARD )
CC: Richard A. Cieslak	( CIESLAK, RICHARD_A )
CC: Marybeth Johnson - AIT	( JOHNSON, MARYBETH )
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CC: Rick W. Aspan	( ASPAN, RICK_W )
CC: Joan C McGrath	( JOAN MCGRATH@8=C@4=AIT9@3=AMRTCH4@HPUX@AM
CC: Jeffrev Lowe	( LOWE, JEFF )

ACFCC 0200324

ACFCC 0200325 to  
ACFCC 0200333

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# ***Project Panther: Expansion Opportunity***

October 30, 1997

ACFCC 0200334

ACFCC 0200335 to  
ACFCC 0200359

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Panther Potential Value Creation

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ACFCC 0200362

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30 South Wacker Drive  
Chicago, IL 60606



## MEMORANDUM

**TO:** Pat Campbell  
Dave Dohnalek  
Mike Domagola  
Dan Foreman

Rob Schriesheim  
Ali Shadman  
Oren Shaffer  
Jason Weller

**FROM:** Debby Hecht

**DATE:** August 22, 1997

**RE:** Project Panther

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ACFCC 0200364 to  
ACFCC 0200379

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ACFCC 0200401

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Harold Zellz, general manager of AT&T for the St. Louis market, shows off the new LX100 digital PCS.

# Cellular rivalry <sup>PI</sup> heats up

AT&T jumps into  
market here with an  
all-digital system

BY JERRI STROUD  
Of the Post-Dispatch

AT&T today joins four other wireless phone providers competing for the mobile communications needs of St. Louis.

AT&T Wireless joins Southwestern Bell, Ameritech, Sprint PCS and Nextel Communications in the wireless market here. Its competitors have head starts ranging from 13 years for Bell and Ameritech to about four months for Sprint.

AT&T's selling points include an all-digital system, which improves call clarity and privacy; the ability to receive short e-mail messages on a built-in screen; and plans for a nationwide network that will cover about 80 percent of the U.S. population. The service combines mobile phone and pager service, and includes caller ID and voice mail.

As an introductory offer, AT&T will give new subscribers 30 minutes a month of free regular long-distance service and up to \$100 in credits toward monthly bills if they sign up for at least a year. Subscribers have the option of getting a single bill for wireless, long-distance and Internet service.

Four rate plans are available, ranging from \$39.99 to \$99.99 a month.

The \$39.99 includes 360 minutes of calling within the AT&T personal communications services area. The St. Louis PCS area stretches

See AT&T, Page D5

ACFCC 0200402

# **Delivering an Attentive Experience Research Results**

**July 24, 1997  
Brand Management**

ACFCC 0200403

**CONFIDENTIAL AND  
PROPRIETARY**

ACFCC 0200404 to  
ACFCC 0200412

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**FAX**Date 3-30-98Number of pages including cover sheet 12**Ameritech**TO: Tom RichardsPhone 312-750-5188  
Fax Phone 312-207-1870FROM: Chris Gronkiewicz  
Director - Public Relations**AMERITECH**Phone 847/765-4543  
Fax Phone 847/765-5485  
Pager 800/800-9725

CC: \_\_\_\_\_

REMARKS: ☒ Urgent ☒ For your review ☐ Reply ASAP ☐ Please Comment

ACFCC 0200413

ACFCC 0200414 to  
ACFCC 0200443

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**PROJECT GATEWAY**

ACFCC 0200444

erb Hribar, President, Ameritech Cellular

Linda K. Wokoun, Vice President Wireless Operations, Ameritech Cellular

May 19, 1997

ACFCC 0200445 to  
ACFCC 0200461

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# ***Project Silver Communications***

November 3, 1997

ACFCC 0200462

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ACFCC 0200463 to  
ACFCC 0200490

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PROJECT HENRY

ACFCC 0200491

**Confidential**

To: Pat Campbell  
Ali Shadman

From: Jason Weller

Subject: Project Henry

Date: October 17, 1997

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ACFCC 0200492

ACFCC 0200493 to  
ACFCC 0200541

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MAY 1992

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ACFCC 0200542

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**Ameritech**



# ***Project “Z “ Overview and Update***

**January 30, 1997**

ACFCC 0200543

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ACFCC 0200544 to  
ACFCC 0200570

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# CLEC Comparisons

## Discussion Draft

August 7, 1997

ACFCC 0200571

*Private and Confidential: For Internal Ameritech Use Only*

ACFCC 0200572 to  
ACFCC 0200578

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Mr. Pat Campbell

October 24, 1997

Pat:

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Debby

ACFCC 0200579

ACFCC 0 200580 to  
ACFCC 0 200591

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# ***Project Panther: Expansion Opportunity***

October 15, 1997

ACFCC 0200592

ACFCC 0200593 to  
ACFCC 0200601

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Panther – Discussion Piece for Face to Face Meeting

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ACFCC 0200609 to  
ACFCC 0200611

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*I. September Presentation*

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ACFCC 0200928

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# **Custom Business Services 1998 Market Plan October 1997**

<b>David Niles</b>	<b>Vice President-Marketing</b>	<b>312.364.3600</b>
<b>Lou Kikos</b>	<b>Director-Access Services / Data Services</b>	<b>312.364.4644</b>
<b>Jan Starzec</b>	<b>Director-Usage Services</b>	<b>312.364.3310</b>
<b>Christine Larson</b>	<b>Director-Business Development</b>	<b>312.364.3620</b>
<b>Craig Eisner</b>	<b>Director-Managed Services Marketing</b>	<b>312.364.3590</b>
<b>Stan Washington</b>	<b>Director-Pricing and Competitive Intelligence</b>	<b>312.364.3506</b>
<b>Randy S. Mueller</b>	<b>Director-Business Planning</b>	<b>312.364.3544</b>

ACFCC 0200930 to  
ACFCC 0201051

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## **Strategic Narrative: Managed Services**

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ACFCC 0201214 to  
ACFCC 0201216

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**Custom Business Services  
Business Unit Plan  
1997 - 1999**

**Gregory Q. Brown, President  
September 10, 1996**

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ACFCC 0201218 to  
ACFCC 0201229

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**Product Management**  
225 West Randolph Street  
Floor 18C  
Chicago, IL 60606  
Phone: 312-425-1215  
Fax: 312-425-1163



**To:** Greg Brown  
Frank Jules  
Diane Primo  
Gordon Reichard  
Tim Waters  
Dave Niles  
Bob Wasserman  
Bill Cannon  
Shawn Emerson  
Brian Buffington  
Lou Kikos

**CC:** Kimberly Price  
Pamela Andrews  
Marc Lipton  
Mark Ortlieb

**From:** Corey Seeber  
Lisette Wadle  
Rick Stein

**Date:** June 2, 1998

**Subject:** National Data Updates

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ACFCC 0201231 to  
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# Memorandum

To: Deb Phillips  
Corey Seiber  
Blaine Gilles

From: Kimberly Price

Date: September 9, 1997

Re: Out-of-region strategy

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Thanks

Kimberly

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ACFCC 0201309

ACFCC 0201310 to  
ACFCC 0201323

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For Maibay

David Niles /AIT4 4/2/98 8:38

Page 1

RICH TEXT

Subject: BANC ONE - TIER A Check Point Meeting  
Creator: David Mankowski /AIT5

Dated: 4/2/98 at 6:50  
Size: 1845 bytes

All -

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Regards,

Dave